

Shipping MANAGEMENT

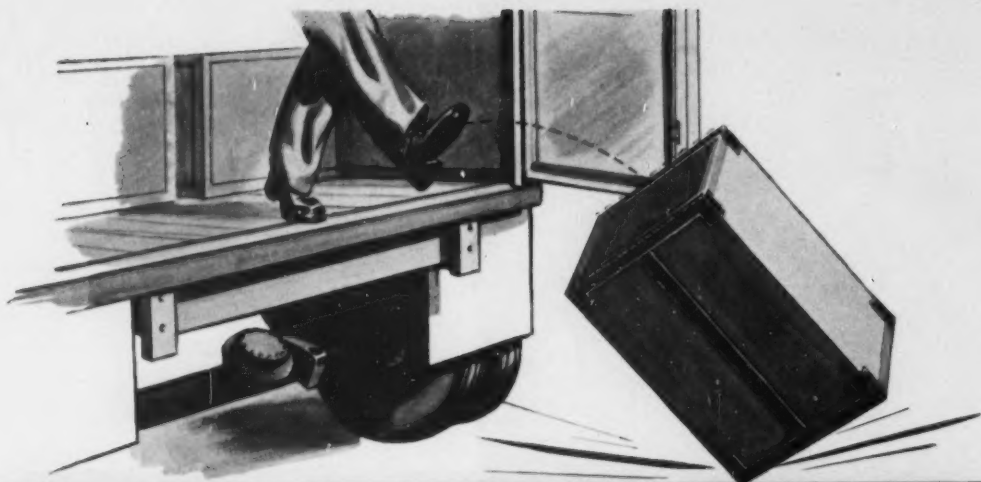
Packing Transport Handling



The "power package" above formed by using corrugated expendable pallets and steel strapping is handled by powertrucks. See complete story, p. 16.

MARCH 1952

**21st National
Packaging Exposition
APRIL 1-4, 1952
Guide To Exhibit Area
(See Pages 22-23)**



How to Foil

Seal it with ITSTIX® PRINTED TAPE in a NATIONAL TAY-PER®

THE RIGHT DISPENSER! Cartons sealed by a NATIONAL TAY-PER can take it when "muscle men" toss them around in transit. Cartons are stronger because tape is evenly moistened — not too much, not too little, thanks to positive* **AUTOMATIC MOISTENING CONTROL**. Containers stay sealed! Because a TAY-PER dispenses just the right length — *automatically*, you save on tape costs — up to 50%! Speeds "rush" shipments, too — just pull the handle, the machine does the rest.

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*Endorsed by the Association of American Railroads and the Gummed Industries Association, Inc.



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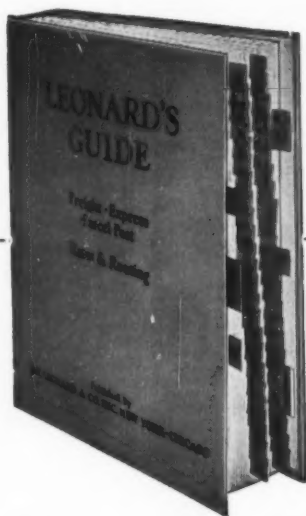
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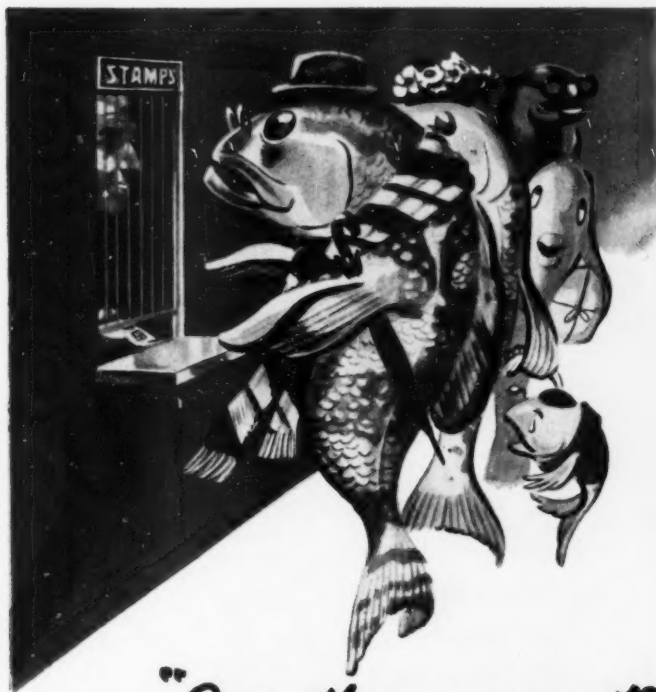
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SHIPPING MANAGEMENT, MARCH, 1952



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The meter keeps your postage account, shows postage used and postage available, in dollars and cents, on easy-to-read registers.

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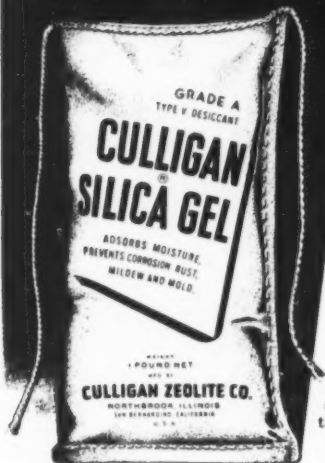
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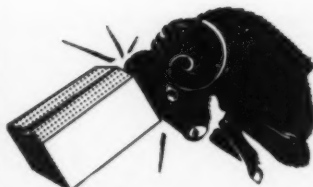
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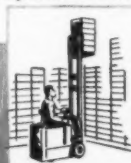
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SHIPPING MANAGEMENT MARCH, 1952

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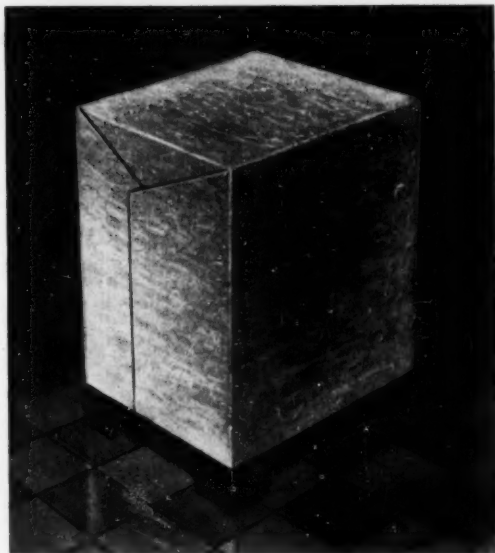
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SHIPPING MANAGEMENT

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easy to use sealing tape stays on perfectly flat

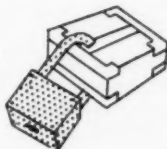
it padlocks your packages with your company's nameit's pilferage proof

"ON-TO-STA" kraft sealing tape is packaged in water-proof wrapping paper. . . to protect its uniform quality

dust and dampness cannot penetrate boxes closed with "ON-TO-STA" gummed kraft sealing tape

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our able and creative staff will prepare art work for 4 color printed tape to fit your particular needs



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Open-end, four-piece Atlas Ply-Fold Crate, with unusual stacking strength and serviceability—for use wherever completely enclosed containers are not required.

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**provides exactly the shipping
protection your product requires**



Atlas Ply-Fold Crate, similar to that at the left. However, this container is fitted with backbars for the shipment of articles requiring backbar assembly.

It is our privilege to supply plywood containers to the leaders of a great many industries—for the domestic or export shipment of a very wide range of products. Some are light, some are heavy; some are small, some are very large.

Four of the most important types of Atlas Plywood Crates are pictured above. Each of these is delivered with the components partially assembled—which means ease and economy in assembly. All feature light-weight construction, minimum displacement, minimum container cost, minimum shipping cost.

For the past 22 years we have maintained—in Lawrence, Massachusetts—what is probably the most complete

Container Laboratory in this country. Every possible test for stress, strain, durability, weight and final cost is constantly applied to assure the safe delivery of your product. Periodically this Laboratory tests selected samples of all containers made for each customer in any of our plants. Here is complete Quality Control on your containers at no extra cost.

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Packing

A Punch.. By S. H.

THe 1952 issue of "Better Shipping Manual" is out this month. This Annual Edition is one of the most important to appear in its entire thirteen year history.

The 1952 Edition contains consolidated encyclopedic information about the latest advances and standardizations in JAN-MIL and other defense and governmental official packing regulations. It is a ready reference source of everything the shipping and packing manager needs, to know about packing for delivery to the army, navy, marines, or any federal agency, domestically, or for export.

This year's "Better Shipping Manual" contains a copiously illustrated, all inclusive department on the gummed sealing tape machines of all types, sizes and purposes which are now available on the market.

Every shipping and traffic executive is constantly on the lookout for new equipment, supplies, or services which will help speed up his output. The Manual is a handy, up-to-the-minute ready reference volume, which should be kept nearby always for the valuable information it offers.

The Manual's Directory of Equipment, Supplies and Services, has been completely brought up-to-date and revised. Several thousand names of manufacturers, distributors and suppliers, under proper subject heads are listed in the "Better Shipping Manual". If there is a piece of new equipment you've heard about, or if there is a type of equipment or material you want to buy, the chances are you'll find it somewhere in the Directory or among the numerous advertisements in the Manual.

Although printing costs have steadily risen the price of the 1952 "Better Shipping Manual" remains the same, at \$3.00 or \$2.00 with a full year's subscription to "Shipping Management" (the combination rate is thus \$5.00).

* * *

The rapidly increasing use of palletizing in domestic shipment is gradually extending to exports as well, it is reported by *Export Trade & Shipper*. Several steamship operators report having handled palletized cargo in recent months, from Atlantic ports to Hawaii and South America.

In one instance it was reported that the carrier at an additional charge transported the used pallets back to the shipper on the return voyage. Several types of low-cost, disposable pallets were reported by others to be working out satisfactorily.

The steel strapping shortage may delay the more general use of unitized pallet loads in export, during the next year or two, but the major obstacles

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MARCH, 1952

Vol. 17, No. 3

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Published 10th of each month by Shipping Management, Inc., 425 Fourth Avenue, New York 16, N. Y. Telephone MUrray Hill 3-6280-1. Sylvan Hoffman, President; Larry S. Harria, Vice-President. Publication and editorial office, 425 Fourth Avenue, New York, N. Y. Not responsible for safety of manuscripts or pictures. Chicago: W. L. Noelle, 549 W. Randolph St., Chicago, Ill. Telephone Central 6-5164. Los Angeles: Jack O. Hodges, 479 S. Holt Ave., Los Angeles 48, Cal. BRAdshaw 2-3935. San Francisco: Geo. F. Haines, 2155 29th Ave., San Francisco 16, Cal. Telephone LOmbard 4-6566

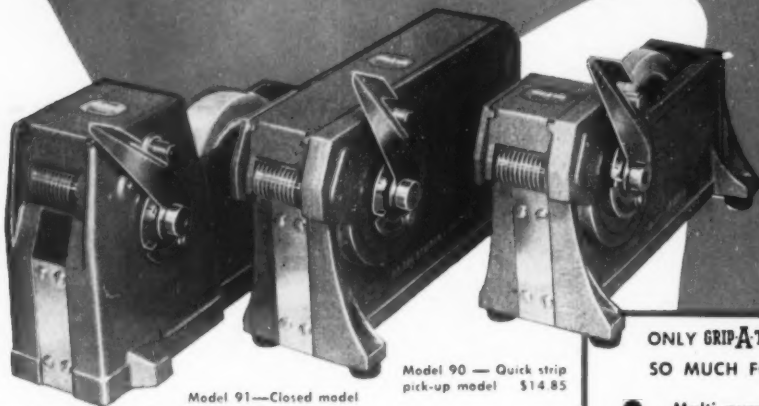
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MODEL 90 SERIES LEVER OPERATED
PRESSURE SENSITIVE TAPE DISPENSERS

There are no other machines on the market at such a low price, so well engineered and so versatile as the GRIP-A-TAB Model 90 Series! Here are tape dispensers designed for use wherever there are sealing, wrapping or packaging jobs to be done — retail stores . . . locker plants . . . all industry. With each stroke of the easy-action lever, these fine machines accurately feed, measure and deliver cellophane, paper or acetate fibre pressure sensitive tape. Savings in tape alone soon pays the low initial cost of any of the Model 90 Series — you'll save in time and labor, too.

ONLY GRIP-A-TAB GIVES YOU
SO MUCH FOR SO LITTLE!

- Multi-purpose
- Accommodates printed tape in label form, accurately measured
- Delivers Measured Lengths
- Accommodates cellophane Tape up to 1" wide; also paper and acetate fibre tapes up to 5 3/4" diameter.
- Fast, Economical
- Low, Low Price
- The Tape Is Always At Your Fingertips



Efficient, Economical Slitter Attachment Available For Use In The Model 92 At Extra Cost.



DERBY SEALERS, INC. Grip-A-Tab Division
DERBY, CONNECTICUT

Shipping MANAGEMENT

FOR SHIPPING AND TRAFFIC EXECUTIVES

425 FOURTH AVENUE, NEW YORK 16, N. Y.

MARCH, 1952

VOLUME 17

NUMBER 3

"Pay Claims Cheerfully" It Builds Goodwill For Your Company

Says EDWARD F. LACEY
Executive Secretary
The National Industrial Traffic League

YOUR NATIONAL FREIGHT CLAIM COUNCIL has accomplished much—first, in ferreting out causes for loss of, and damage to, the goods which its members are transporting for shippers and receivers. Second, your Council has completely changed, and greatly improved, the feeling between motor carriers and their customers. After all, shippers are the buyers and users of the services offered by motor highway carriers.

It is not unusual for management of motor carriers to consider its Freight Claim Department as an economic loss, that is, it produces no revenue, but conversely is called upon to pay out good dollars for the shortcomings and misgivings of some one who has failed in his obligation, or has been unduly negligent in handling the merchandise entrusted to its care. Perhaps the Claim Department has not been approached in the proper light. I believe it can be made the means for creating good-will; for building up prestige; establishing and maintaining pleasant relations between carrier and shipper. Now, just what do I mean? It is simply this; after a claim has been thoroughly investigated and liability established, why wouldn't it be good business to tell the claimant very frankly of your shortcomings in the handling of the particular shipment involved, pay the claim cheerfully, and transmit the

check with an appropriate, friendly letter, somewhat along the following line:

"My dear Mr. Brown:

Your claim No. X for \$150. covering loss of shipment of shoes forwarded via our line on April 10, 1951, from Milwaukee to Detroit, has been carefully investigated, and we admit full liability. We take pleasure in enclosing check in your favor for the amount in question.

We realize and appreciate that both you and your customer have been greatly inconvenienced because of our "unintentional negligence in handling your shipment. We further appreciate that the amount of this check does not fully compensate you for the loss of time and effort involved in the preparation and filing of the claim, and the difficulties encountered by you in satisfying your customer. We assure you, however, that we have taken steps which we hope will prevent a recurrence.

We earnestly solicit your continued patronage, and will do our best to handle your goods safely and expeditiously."

How different a letter of that character is from those received, on many occasions, by a claimant, after extended tracing, perhaps duplicate preparation and

(Continued on Page 32)

From a speech before the National Freight Claim Council, American Trucking Associations, Inc., Detroit, Michigan.

Study of Expendable Pallets

Shows Increased Use of Corrugated Types

By J. D. MALCOLMSON
Director of Products Development, N. Y.
Robert Gair Company, Inc.

IN THE LANGUAGE of the paperboard industry, a PALLET is a double faced platform for transporting merchandise in weights of about one ton. Two types are shown (see photos). This pallet is only about four inches high, and usually made with two corrugated decks separated by several posts made of wound single face corrugated. In some cases, the bottom platform consists of strips only, and in other cases it is entirely omitted. Because of the low height of a pallet, fork trucks are essential for lifting and moving.

Skids and Power Packages

A SKID is a heavy wooden platform standing on two side rails made of wood or steel, and raised about eight inches off the floor. This can be lifted and moved with either a platform truck or the fork truck.

A POWER PACKAGE is an expendable pallet with a corrugated super-structure which usually looks like a four-foot cube box, and often contains corrugated pads and partitions. It permits a ton or more of material to be handled as a single unit, and gets its name from the fact that a powered fork truck is needed to lift it. For that reason, it is never raised more than a few inches off the floor except in tiering, and therefore is never dropped. The result is that we very rarely hear of any contents being damaged.

Wood Pallets Run High

Until recently, pallets were all made of wood, and cost up to \$8 each. A great many of these are still used, but because of their value, the company cannot afford to give away wooden pallets or skids.

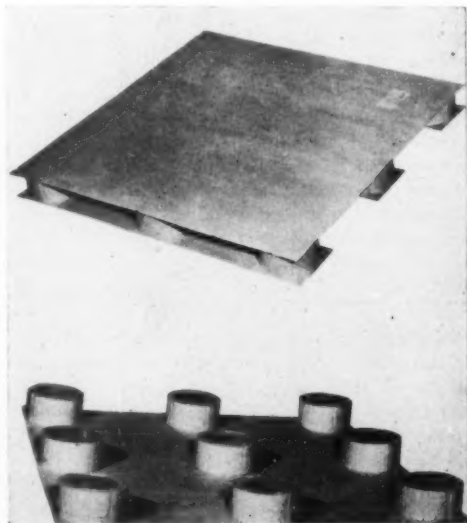
Since a wooden pallet has to be used over and over, much of the advantages of modern materials handling

COVER PHOTO

Grayson Lynn of Robert Gair Company examines spool of steel packed in a power package, exhibited at a recent national packaging convention. Note steel strapping combined with double-faced pallet.

methods are lost when we have to unload the merchandise and carry it by hand from the pallet into the freight car or highway truck.

Of course, we might ship the whole palletized load and then have the receiver return our wooden pallets.



Both the double faced and the single faced expendable pallet have their special uses.



The corrugated expendable pallets can carry extremely heavy loads. Each of the pallets shown in the freight car above is bearing ten packages of roller bearings. The total weight of each pallet-load comes to one and one-quarter tons.

But this means extra handling, lost time, repairs, and bookkeeping, all of which are expensive. A corrugated pallet, on the other hand, is intended to be given away, and the customer can sell it for waste paper or maybe even use it for additional shipments of his own. This can be done because of the much lower cost of corrugated pallets compared to wooden ones.

We have developed over twenty places where money can be saved by using these modern products. Thus the first cost of the pallet becomes secondary.

We have many instances in our files where certain shippers have almost been forced to use expendable pallets after they have made a correct analysis of comparative costs. For example, in one instance a shipper

of material in multi-wall paper bags was able to save \$75 per carload by simply gluing these bags to a corrugated pallet, then handling this unit as a single package.

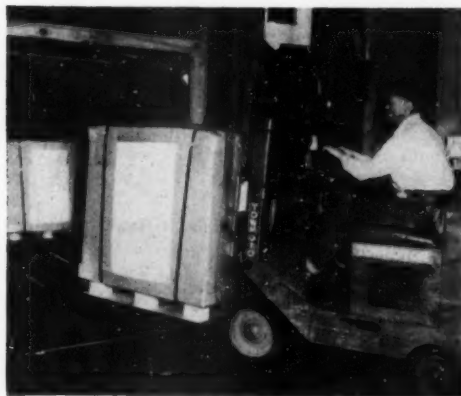
Many manufacturers have reported that handling materials on expendable pallets has resulted in much better conditions around their factories. Less lifting is required, floors are kept cleaner, material is moved out promptly. Although the pallet is essentially the same wherever used, each new investigation presents a whole new set of conditions so that every survey we make is like a new and exciting adventure.

Spooled Wire Power Package

The spooled wire power package (see photo) was developed and sold by Bill Keiser, salesman at Syracuse. It uses thirty pounds of corrugated, or 180 square feet. When loaded, it weighs 2,500 pounds. Since nobody is going to toss this around, it has already eliminated previous damage in shipment, and has resulted in considerable materials handling savings for the customer. This is one answer to the industry question, "How big can a package be?"

Hyatt Roller Bearing Co. has adopted expendable pallets for practically all of their outgoing shipments. Roller bearings are deceptively heavy. You would think a small wooden box of them was nailed to the floor. This new power package, of corrugated, is just a little fellow, but it weighs 2,500 pounds. This new method of shipment is saving them \$20,000 a year.

Hyatt is so well satisfied with their own outgoing shipments on pallets that they have asked all of their suppliers to use expendable pallets so that Hyatt can unload cars and trucks and warehouse all material more expeditiously.



Vincent Kosa power truck operator at the Gair Piermont plant, loads a pallet containing 30,000 printed cigarette cartons onto a highway truck. This is an example of the "power package."



Plenty Promiser



Castabout Claims



Tiresome Tracing

Shipping Room Gremlins They Can Be Beaten By Freight Forwarders

Every shipping manager is familiar with the bottlenecks and completely unexpected delays which come up in the shipping room. In the following article, written exclusively for **SHIPPING MANAGEMENT**, the problems are amusingly delineated as the beastly little gremlins they are.

WHAT MARK TWAIN SAID about the weather holds true for certain problems of the shipping industry as well. Most all traffic managers talk about tracing, claims, paperwork and the like, but not many have done very much about them—'til now.

National Carloading Corporation has taken six of the most irritating problems of the shipping industry and humanized them in the forms of gremlins, giving them such alliterative names as Tiresome Tracing, Irsome Irresponsibility, Roundabout Routing, Plenty Promiser, Castabout Claims and Pesty Paperwork.

The gremlins are being currently distributed along with a folder titled "Beware"—which is set up as a sheet out of a rogue's gallery. This sheet describes in detail what the gremlins are, where each one's

favorite hangout is, and how each can be identified and eliminated from the traffic manager's operations.

The multi-colored, die-cut figures—half a million of them—carry full descriptions on the reverse side, giving particulars of the problem humanized. Each gremlin also carries the added warning that its presence in freight shipping operations "Cost You Money."

Pesty Paperwork, for instance, is represented by a gremlin with a well-chewed pencil behind his ear, gathering papers with mad abandon. On the back of this figure is the following description: "HOW TO RECOGNIZE HIM: Lives on piles of bills, claim forms, correspondence. HIDEOUT: Your desk . . ." Then there is the admonition: ". . . IT COSTS YOU MONEY."

Tiresome Tracing is the gent talking into two telephones at the same time and he has a letter in his typewriter. Large patches of hair are missing from his dome because he regularly tears it out by the handful. He too "COSTS MONEY."

Castabout Claims is a gremlin which likes to sleep, and its favorite cushion is a pile of unsettled claims. If prodded—as he is at regular intervals—he will kick them around, then settle back for another comfortable and prolonged snooze. Naturally, he also costs the shipper money.

The gremlin called **Roundabout Routing** has one package in his left hand, another in his right. In the process of trying to bring them together he gets his arms wound around himself a couple of times. He routs and thinks in circles. Naturally he also costs the shipper money.

While two heads are better than one, two heads on

Roundabout Routing

Pesty Paperwork



(Continued on Page 34)

GM Packing Methods Case Study Tops 1952 AMA Show Program

April 1-4, Atlantic City, N. J.

Floor Plan, Exhibitors



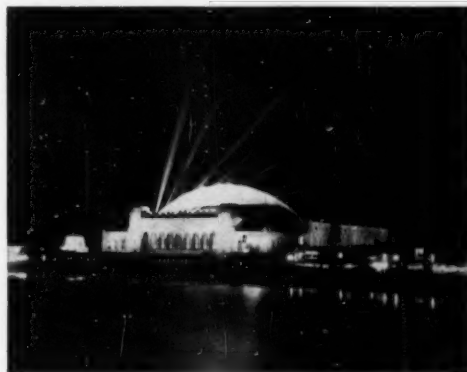
"Top management is increasingly aware of the large amounts of money being spent on packaging and the potential it offers for improved economies. This fresh appreciation by top-level executives means that packaging, in general, is being brought to the attention of a group whose backing is of primary importance to the continued growth of our field. Where management has given support to the activities of the packaging section, greater efficiency and cost savings have resulted in every company with which I am familiar.

"The Planning Council has tried to keep pace with the expanded Exposition by providing a larger Conference. Concurrent sessions will enable us to present a great number of subjects with highly diversified appeal. Of particular note is the General Motors presentation on G.M.'s packaging procedures and techniques by a group of the company's technicians. Advance plans indicate that this session should be one of the most interesting that has been given at any of our Conferences.

"In my long association with the AMA Packaging Exposition and Conference, I cannot remember a more promising combination of exhibits and Conference subjects. It is my conviction that the tremendous show registration will indicate that thousands of other men in the packaging world will feel as I do."

From a Statement By Paul O. Vogt, AMA
Vice President In Charge of Packaging

THE NATIONAL PACKAGING EXPOSITION this year is expected to establish new records in size and in benefits to the fields of packaging, packing and shipping. For the first time it will occupy both levels of the huge Atlantic City Auditorium and thereby make possible, at the same time, the presentation of exhibit material hitherto forbidden by factors of size and weight. The floor load factor of the Boardwalk level had previously discouraged the interest of companies who wished to participate but whose equipment was excessively heavy. Therefore, the use of both



The Exposition will occupy two levels of Convention Hall this year.

levels alters these situations and as a result, the show will be larger, more varied and hence more interesting and useful to the visitors of the show. Approximately 300 exhibitors will utilize 100,000 square feet of exhibit space at the 1952 show.

The exposition hours will be as follows:

| | |
|-------------------------|--------------------|
| Tuesday, April 1..... | 12 Noon to 6 P.M. |
| Wednesday, April 2..... | 12 Noon to 10 P.M. |
| Thursday, April 3..... | 12 Noon to 6 P.M. |
| Friday, April 4..... | 10 A.M. to 3 P.M. |

Demonstration of Loading Techniques

An additional new feature — and one believed to be without precedent in this field — will be a continuous demonstration of new techniques for loading and unloading railroad cars and highway trailers. This demonstration will be held in a specially constructed outdoor theatre adjacent to the Atlantic City Auditorium and directly accessible from it.

General Motors Presentation

One of the outstanding features of the Exposition and Conference will be a graphic presentation of the

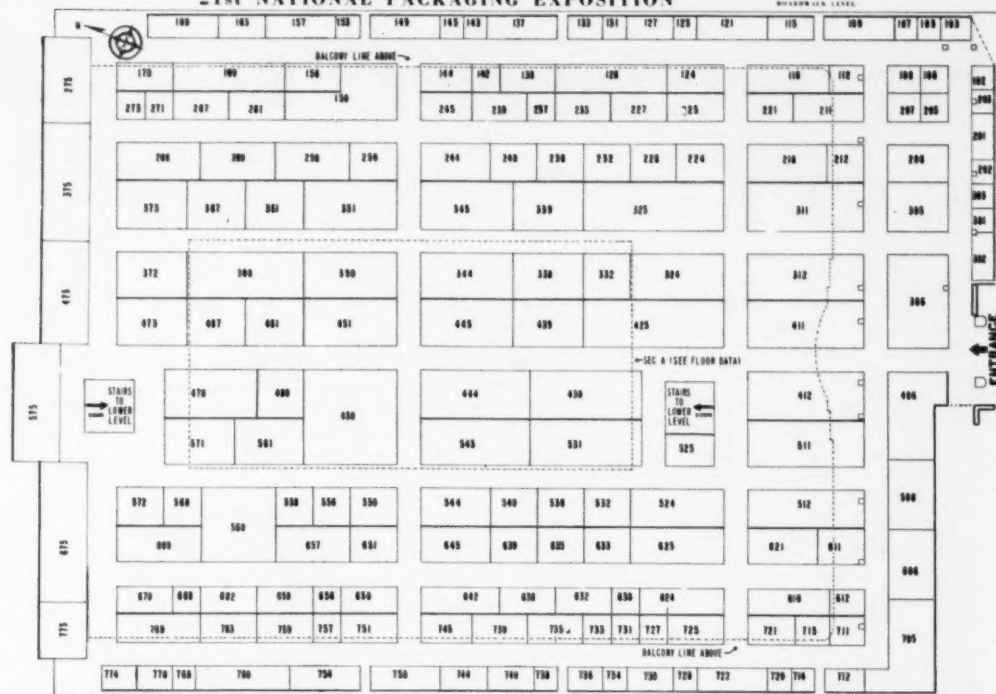
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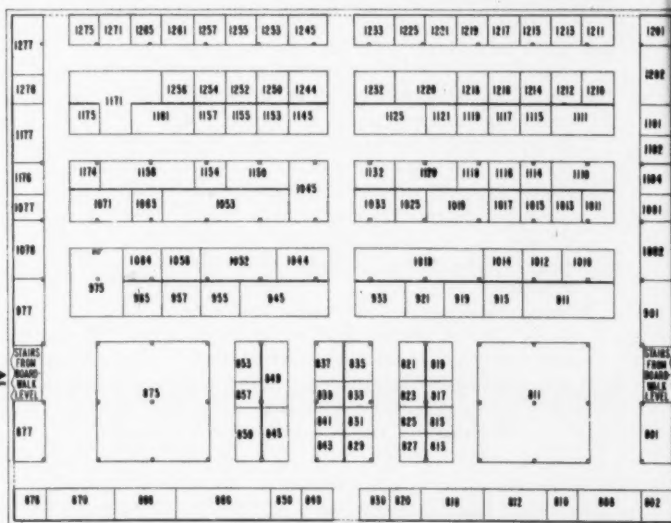
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(Please Turn Page)

Package Engineer Reporter

Loss & Damage Per Annum Is 1/4 Billion, TM Tells N.Y. AMHS

A quarter of a billion dollars worth of goods manufactured by American industry are going down the drain annually because of loss or damage during shipment to consumers, Henry H. Pratt, general traffic manager of Crucible Steel Company of America, told the New York Chapter of the American Material Handling Society holding its monthly dinner-meeting. Mr. Pratt said that this tremendous economic loss is due to the inadequate packaging and protection of products, incorrect and illegible marking, improper handling, and negligence on the part of both shipper and carrier.

"Furthermore," the speaker pointed out, "it is the shipper to a large extent who is paying his own claims on damaged goods. The cost of these claims is reflected in the freight rate he pays for the movement of his goods."

Efforts on the part of shippers and carriers to reduce this damage have so far been unfruitful, he said. As the volume of shipments has risen, so have the damages and claims.

Mr. Pratt recommended to the society's members and guests a three-fold attack for achieving reduction of losses:

1. Closer cooperation between shippers and carriers in the development of plans based on the mutual understanding of each other's problems and responsibilities.
2. Development of more effective methods of contacting and teaching workmen in industry and carrier organizations the necessity for improved packing and handling techniques.
3. Closer supervision of workmen, especially on the part of carriers who employ fewer supervisory employees per number of workmen than industrial organizations.

As an example of what the individual company can do, Mr. Pratt described a plan in operation at Crucible.

It involves a special committee of plant supervisors charged with the responsibility of developing, activating and controlling all practices relating to packaging, including protection, marking and securing of products. As a result the company, which makes over half a million shipments a year, now moves \$30,000

(Continued on Page 37)

Fiber Containers Closures, And Space Layout Discussed In East

Methods of closures for fiber containers and space layout and control as related to materials handling were among the more significant topics discussed at recent meetings of the Eastern Division, SIPMHE.



ALLYN C. BEARDSSELL

The February meeting was distinguished by three outstanding speakers who spoke as follows:

"General Construction and Use of Multi-Wall Bags" by C. L. Woolsey, Marketing Manager, Union Bag & Paper Corp.; "The Various Methods of Closures for Fiber Containers," by Allyn C. Beardsell, Vice-President, Container Laboratory; "The Various Types

(Continued on Page 39)

Canadian Packaging Association Announces Plans For 1952

Rapid advancement in packaging, handling and shipping techniques for Canadian business is the immediate

(Continued on Page 34)

Continuation of list of exhibitors and booth numbers for 21st National Packaging Exposition. Chart is on page 23.

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Gummed Tape

FIRST CHOICE AMONG CLOSURES



only **GUMMED TAPE**
closures
bring you
these 5 advantages

- 1 Only gummed tape keeps your shipments so fresh and clean—sealed against smoke, dust, moisture, vermin.
- 2 Only gummed tape reinforces your cartons—welding extra thicknesses of kraft over seams and corners.
- 3 Only gummed tape closures are flexible, and absorb shock—never interfere with the strong natural resiliency of your corrugated cartons.
- 4 Only gummed tape sells as it safeguards your product, by displaying your imprinted messages. Pilfer-proof, too.
- 5 Only gummed tape closures are so practical and safe for your customers to open. The cartons can be reused.



MENNEN REPORTS:

"Blue Ribbon tape is stronger than any other tape we have ever used."

W. G. Mennen, Jr.,
Vice President, The Mennen Company



Blue Ribbon

SUPERSTANDARD GUMMED TAPE

SUPPLY-SIZED (copyrighted) FOR SPEEDIER SEALING

Available plain or printed, in choice of widths, weights, lengths and colors

HUDSON PULP & PAPER CORP., Dept. 35, 505 Park Avenue, New York 22, New York

*Could Your Packages
arrive like this?*

Don't take chances,
send for a copy of



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1952 . . . 13th EDITION

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Here is the livest, most helpful book that a shipping or traffic manager can use. It contains 124 file size pages packed with practical data that will improve the efficiency of every shipping department and add safety to every package. The use of BETTER SHIPPING MANUAL will speed up the handling of all units and make delivery surer and quicker.

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Military Standards; Old vs New Packing Methods
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Packing and Sealing for Air Transport
Trouble-free, Economical Sealing with Gummed Tape
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425 FOURTH AVE.

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GOVERNMENT

PERSONALITIES

★ NEWS REVIEW ★

A digest of recent activities in the
packing and shipping field

ASSOCIATIONS

COMPANIES

POTDEVIN MACHINE CO. MOVES INTO NEW PLANT

A brand new one-story brick industrial building is the new home of Potdevin Machine Co., manufacturers of a wide variety of paper bag and printing machinery and coating machines.



New Potdevin Plant in Teterboro, N. J.

The new building, with manufacturing space of about 102,800 square feet, is located at 285 North St. Teterboro, New Jersey, about 8 miles West of the George Washington Bridge. The radiant heating system is the largest in the world. Two former Brooklyn divisions will be housed in the new building. The Potdevin Export Corporation executive offices are also quartered in the new building.

The new plant situated on a 6 acre tract, not only combines all present Potdevin manufacturing and sales operations under one roof, but provides for immediate and future expansion plans.

Potdevin Machine Co., the world's largest manufacturer of paper bag, printing and coating machinery has been located in Brooklyn for over 50 years.

NASHUA PKGE SEALING MERGED WITH PARENT COMPANY

Nashua Package Sealing Company, Inc. has been merged with Nashua Gummed and Coated Paper Company. Nashua Package Sealing Company was a wholly owned subsidiary of the latter company.

Package Sealing customers, the company has announced, will henceforth be doing business with the Nashua Package Sealing Division of Nashua Gummed and Coated Paper Company.

AMERICAN AGILE CORP. COMPLETES 12,500 SQ. FT. BUILDING

American Agile Corporation, fabricators of Agilene (Polyethylene) and Agilide (Hard Polyvinyl) products, has announced the completion of a new 12,500 square foot building.

Located at 5461 Dunham Road, Maple Heights, Ohio, the new building permits the manufacture of a complete range of standard and custom-built corrosion-resistant bottles, containers, tanks, tank

liners, and thermoplastic materials for diverse industries.

PAISLEY PRODUCTS BUYS LAYTON ELASTIC GLUE CO.

Murray Stempel, Executive Vice President of Paisley Products, Inc., Chicago, has announced that his firm has purchased the plant, equipment, formulas and manufacturing processes of the 50 year old Layton Elastic Glue Co., also of Chicago. The acquisition will be operated as a subsidiary of the Paisley Company. The present technical and plant staff of Layton will continue to operate the branch plant to maintain the same manufacturing technique and standard of quality as in the past.

Mr. Arthur Fischer, former head of Layton Elastic Glue Company, will join Paisley in a consulting and advisory capacity. Sales and Service of the Layton product line will be under the direction of Earl C. Lenz, Paisley's Vice President and General Sales Manager; with plant and laboratory under Sam Schuller, Vice President and Technical Director.

WYLIE & DAVIS FIRM NAMED COAST REPS. GUMMED PRODS. CO.

The Gummed Products Company, Troy, Ohio, has announced the appointment of the firm of Wylie and Davies as west coast representatives of the company. The new representatives will cover California, Montana, Idaho, Wyoming, Arizona, Nevada, Utah, Oregon and Washington, selling the Gummed Products Company line of sealing tape, gummed printing paper, and laminated and specialty papers.

E. A. Dillon, long-time western sales representative for Gummed Products, will continue with the company in the West as a consultant. The firm of Wylie and Davis was formed in 1949. The founders, C. H. Wylie and George A. Davis, have many years background in the paper business. Wylie & Davis maintain offices at 320 Market Street, San Francisco, and 1151 South Broadway, Suite 646 in Los Angeles.

SPEEDRY PRODUCTS OPENS NEW PLANT & OFFICES IN NEW YORK

Speedy Products, Inc. Manufacturers of brushpens, specialized inks for marking needs stencil markers, fountain pens and shipping room tools, has announced the opening of a new plant and executive offices at 91-13 121st Street, Richmond Hill, New York.

D. C. COOPER CO. AIRS NEW PROGRAM FROM CHICAGO

D. C. Cooper Co., manufacturer of all types of dipping and other tanks,

has begun a regular radio broadcasting program from Station WMAQ (N.B.C.) in Chicago, Illinois. The Cooper-sponsored show will be broadcast from the Chez Lounge of the Chez Paree, with Jack Eigen as M. C. In an effort to secure additional jobbers wax dipping tanks, plastic heating and cold processing tanks, humidity indicators, silica gel and other export materials will be advertised on the program.

A. W. LUHRS APPOINTED EXEC. MGR. NAT. PAPERBOARD ASSOC.

George E. Dyke, president of the National Paperboard Association, announced that Albert W. Luhrs of South Orange, N. J., has been appointed Executive Manager of the association.

Announcement was also made by Charles W. Evert, president of the Fibre Box Association, that Mr. Luhrs was elected to a similar position with that organization.



ALBERT W. LUHRS

Mr. Luhrs has been connected with both associations in a consulting capacity for many years. During World War II, he was the government's chief consultant on containers.

Members of the National Paperboard Association manufacture the paperboard which is used in making fibre boxes, folding cartons, set-up boxes and other board products such as fibre cans, tubes, and milk bottles. Members of the Fibre Box Association are the producers of corrugated and solid fibre shipping containers.

The nation's 1950 paperboard production amounted to about \$1,250,000,000. Fibre Box production for 1950 was slightly over \$1,000,000,000.

1951 NEW LOCOMOTIVES HIGHEST IN ANY YEAR SINCE 1923

Class I railroads in 1951 installed more new locomotives in service than in any year since 1923, but at the same time retired more from service than ever

(Continued on Page 30)



D. R. Dominic's

"LISTEN, Mr. Traffic Manager"

WITH SO MANY of our men in the armed forces, a large percentage of whom are stationed overseas, it is not surprising that manufacturers of many items are receiving more and more individual requests to forward their products to them. This poses several problems for the Traffic Departments of these concerns, not only in the actual shipping of the items, but in the collection of payment for them. A very common type of request is one from a service man with an APO address who encloses his check and asks that he be sent as much of a certain product as his check will cover. This is usually very easy to do and does not create a problem.

| PARCEL POST AND AIR PARCEL POST RATES | | | | |
|---------------------------------------|----------|--------|------------|--------|
| POUND WEIGHT | NEW YORK | | WEST COAST | |
| | PP | AIR PP | PP | AIR PP |
| 1 | .17 | .40 | .17 | .90 |
| 2 | .23 | 1.06 | .42 | 1.60 |
| 3 | .27 | 1.28 | .55 | 2.40 |
| 4 | .31 | 1.04 | .69 | 3.20 |
| 5 | .37 | 1.82 | .83 | 4.00 |
| 6 | .39 | 1.00 | 1.07 | 4.80 |
| 7 | .45 | 2.48 | 1.11 | 5.60 |
| 8 | .54 | 3.96 | 1.25 | 6.40 |
| 9 | .57 | 4.44 | 1.39 | 7.20 |
| 10 | .59 | 4.92 | 1.53 | 8.00 |

Typical parcel post rates.

However, oftentimes such a request is made, check enclosed, and instructions given to ship by air. Unfortunately most of the check is used in air charges and the serviceman is disappointed in the small quantity of material received.

The real strain on the manufacturer is when he has to reply to requests wherein the serviceman asks to know how much he should make his check out for if he were to purchase a certain number of specified items. The Traffic Department is burdened by having to figure out postage or air charges in each individual case, explaining insurance and the like. It is a time consuming task.

To get around this problem many concerns have had printed forms made out which are for distribution to servicemen with APO address only. The

forms list the price and net weights of all items manufactured by that particular concern. There are also very simple instructions which explain how to add up the pounds and ounces to determine the total net weight of items to be shipped. The weight of the packing carton is also listed and added to the total net weight to give a shipping weight.

I have drawn up a simple chart which lists both Parcel Post and Air Parcel Post charges to APO's on the East and also the West coast. This is calibrated in pounds so that the orderer may then determine his exact postal charges. To this he adds the charges for the material purchased and is able to forward a check or money order in the exact amount. The attached charts show how this is spelled out so that the purchaser has only to fill in the spaces indicated to determine his cost. This serves a double purpose. It not only gives the serviceman an indication of what his total costs will be, but also eliminates a tremendous amount of clerical work for the manufacturer.

HOW TO COMPUTE COSTS FOR MAIL-ORDER OVERSEAS SHIPMENTS

Merchandise will be sent *only* if money order or check covering the exact amount of the merchandise plus shipping charges is received with your order. If payment is insufficient, remittance will be returned and no shipment will be made. FOLLOW THESE INSTRUCTIONS CAREFULLY:

1. Use Correct Price From Table Below:

| Item | Weight | Price |
|--------|----------------|---------|
| Item A | 4 lbs. 2 oz. | \$89.75 |
| Item B | 2 lbs. 1/4 oz. | 14.95 |
| Item C | 4 lbs. 12 oz. | 29.75 |

Total Cost of Merchandise \$

2. Figure Shipping Charges:

From the table above, total the exact weights of the items you are ordering and write the figure here _____ lbs. _____ oz.
Round off to next highest pound (eliminating ounces — 16 ounces to a pound) _____ lbs.

... add 2 lbs. to cover shipping cartons _____ 2 lbs.

TOTAL WEIGHT _____ lbs.

Use attached table for actual cost to your overseas P.O. (New York or West Coast) and write the figure here _____ Total Postage \$

3. Figure Insurance, if Desired: All shipments are made on an F.O.B. factory basis. This means that this company is not liable for loss or damage once shipment has been given to the Post Office. If you wish insurance coverage, you should so indicate on your order and add postage according to the following chart:

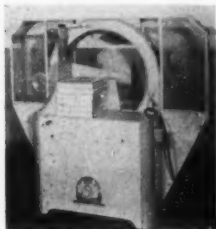
(Continued on Page 39)

NEW PRODUCTS & LITERATURE



NEW BANDING MACHINES

Two new packaging machines, designed for automatic volume bundling and reinforcing with tape, were announced this month by the Guide Co.



Both machines—the Model G. W. and the Model C. G.—were developed for “faster and more economical” heavy-duty packaging jobs, according to the producer.

The Model G. W. (nicknamed “girth wrapper”), is able to apply one or two complete wraps of pressure-sensitive filament tape around cartons, bundles of cartons, and other similar items at the rate of five bundles or cartons per minute.

It does the job by automatically starting the tape on the carton, wrapping it as desired, and cutting it at completion of the wrap. A single operator controls the machine.

Weighing approximately 1,500 pounds and requiring an operating area 4-feet wide by 7-feet long by 9-feet high, the Model G. W. is able to handle bundles within limits of 4- to 20-inches in both height and width, and a minimum length of 6-inches.

The Model C. G., on the other hand, is for mass production bundling jobs—automatically loading, applying tape, and unloading a bundle as often as every 20 seconds. It is particularly suited for bundling metal stock, pipe, conduit, tubing, lumber, and other elongated materials, the firm explained.

STEEL PLIER STAPLERS

Markwell Manufacturing Company announces the new and improved long reach industrial “MP3” and “MP4” all steel plier staplers.

These heavy duty plier staplers have a 23½” reach and use ¼” and ⅜” Markwell staples either round or flat ire.

The Markwell “MP3” and “MP4” pliers are ideal for stapling inserts and fillers in cartons, delivery tickets, etc., to shipping containers, fastening sides and ends of cartons. Opens up for use as tacker.

ELECTRIC TRUCK BROCHURE

A new 12 page brochure describing their complete line of electric trucks in capacities from 1,000 to 100,000 pounds has been prepared by the Yale & Towne Manufacturing Company.

The booklet describes generally, the types of Yale electric trucks available, their features, a table to aid in selection, and application data.

CODING TAPE DISPENSER

The new Data Tapesooter, recently introduced by Better Packages, Inc., appears to be a unique contribution to the field of packaging. It's a machine which imprints selected information right on sealing tape, during the exact interval when tape is being discharged by the dispenser.



The Data Tapesooter promises real convenience for handlers, shippers, carriers and users—for now, pertinent information can be incorporated right on the tape . . . as an aid in identifying contents, packers, inspectors—production, packing and perishable dates. And to offer protection against pilferage, mis-handling and delay.

Operated without a single extra motion, this new machine—a Better Packages Model with a built-in printing attachment—requires just one feed stroke to measure . . . moisten . . . dispense . . . cut and code tape automatically.

Simple to maintain, the Data Tapesooter uses easy-to-change rubber type, and anyone can insert or remove all or part of the type easily, whenever necessary.

Available for printing 3” tape, the Data Tapesooter may be adjusted for printing 1½”, 2”, or 2½” widths—either from type or printing mats. And

Literature and prices of products mentioned can be obtained if you drop a post card to News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

Companies having new product stories should send them to the same address.

Special, quick-drying Data Tapesooter Ink may be obtained from Better Packages—for coding in one color, or any combination of the following: black, blue, purple, red, green, and brown.

AUTOMATIC PALLET LOADER

The Lamson Corporation has announced a new Automatic Pallet Loader for 36”-wide pallets. Previously 40” was the minimum pallet-width handled by the mechanical loading device. The new modification now brings the time and saving advantages of mechanized pallet loading to those industries whose products are best palletized on 36”-wide pallets—for example, the bottling industry.



Designed to eliminate manual pallet loading in mass production operations, cartons or cases are conveyed to the top of the loader where electro-mechanical devices position them and push them onto pallets. Not only does the machine position alternate containers for best pallet arrangement, but when more than one size container is in production, the machine automatically positions intermittent predetermined pallet lots so that each is stacked properly on its pallet. A magazine within the pallet loader automatically supplies pallets as preceding loads are completed.

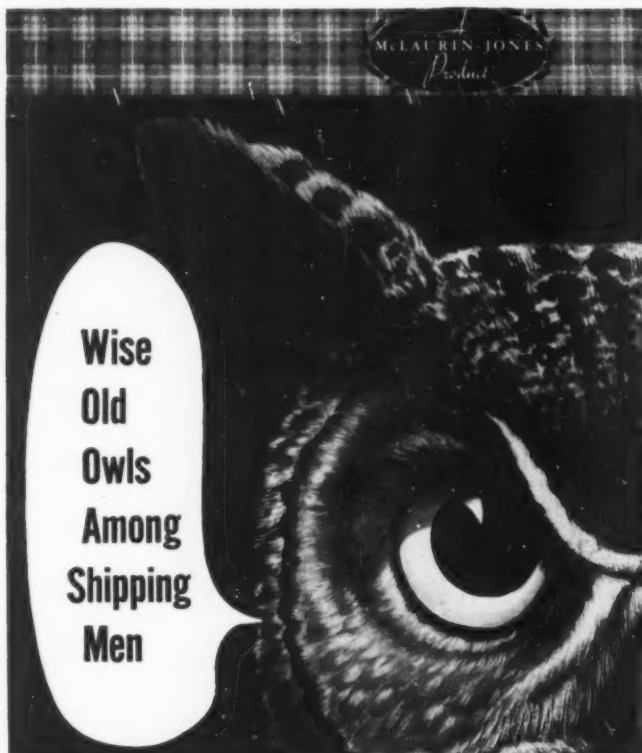
Loaded pallets leave the machine by roller gravity conveyor. They are picked up by fork truck and transported to storage or directly onto carriers.

GOVT STEEL PACKING SPECS

Printed copies of Simplified Practice Recommendation R247-52, Packaging, Marking and Loading Methods for Steel Products for Domestic Shipments, are now available, according to an announcement by the Commodity Standards Division, Office of Industry and Commerce, U. S. Department of Commerce.

This 208-page book, paper-covered and profusely illustrated, is intended to serve as a companion volume to the 165-page, paper-covered, illustrated Simplified Practice Recommendation R-237-, Packaging, Marking, and Loading

(Continued on Page 28)



**Wise
Old
Owls
Among
Shipping
Men**

recommend, again and again . . .



**TANGLEFOOT
SEALING TAPES**

SUPER STANDARD • STANDARD

**BLUE STAR
SEALING TAPES**

COMET SUPER STANDARD • SUNRISE STANDARD

Shippers know these two "toughies" — made with strong, flexible, long-fibred kraft and refined animal glue — offer maximum closure protection at a minimum cost.

Your paper merchant will gladly show you samples today. Available plain or imprinted in a wide range of attractive colors.

The Perfect Closure for

- Shutting out Dirt
- Resisting Moisture
- Cutting Expense
- Ease of Application
- Reinforcing Cartons
- Reducing Pilferage

McLAURIN-JONES CO.

MAKERS OF FAMOUS GLASKRAFT SEALING TAPE, GLASKRAFT STRAPPING TAPE, SOLSEAL WATERPROOF TAPE, IDEAL STAY TAPE, HYFLEX SISAL TAPE AND CAMBRIC BOX TAPE
BROOKFIELD, MASS.

Offices in: New York — Chicago — Cincinnati — Los Angeles
Mills located at Brookfield & Ware, Mass. — Grand Rapids, Mich. & Homer, La.

New Products

(Continued from Page 27)

Methods for Steel Products for Commercial Overseas Shipments, published in 1949, by the Department.

The recommendation, as proposed by the Committee on Packaging and Loading, of the American Iron and Steel Institute, was circulated by the Commodity Standards Division to steel manufacturers, warehousemen, railroads, users of steel products, and others affected, for comment and approval. The suggested program having been well received by all concerned, was promulgated, effective from January 1, 1952.

FLEXIBLE CUSHIONING PAD

Latest weapon in the fight to overcome mounting losses due to shipping damages of military and civilian goods is the new flexible cushioning pad just perfected by Fibleo Illinois Corporation. Manufacturers of industrial paper specialties.

Called "Fibro-Pad", the new material provides "2-in-1 protection" for products of every shape and size: cushions against shock and pressure, and shields against water, grease, scratching and rubbing. By eliminating costly double-wrapping and stuffing, the tough, resilient pad produces substantial savings in time, cost and material.

The soft, shock-absorbent action of Fibro-Pad is made possible by multiple layers of chemically neutral "krinkled" chip—mechanically strong, yet light in weight. These layers of chip are encased in an outer wrap in a choice of 3 materials fully approved under government packaging specification JAN - P - 100: Grade A, greaseproof, non-corrosive to meet JAN - B - 121; water-proof asphalt-laminated for use under JAN - P - 125; and chemically pure non-corrosive creped Kraft for the requirements of MIL-B-130A. In addition a heavy duty dry wax Kraft wrap can be supplied for commercial packaging use.

Fibro-Pad is available in an unlimited variety of sizes for every packaging purpose.

CARGO AIR EXTRACTOR

Special products division of Cargo Packers Incorporated is now offering the Cargo Air Extractor which is said to have the following features: positive flow control, slight pressure of thumb or palm to operate, instant and easy switch control on nozzle tending to eliminate danger of fracturing bag.

The switch is readily accessible for operation. Rapid air extraction assures maximum safety according to the manufacturers. It is portable — on casters.

PALLET STACKER UNIT

The "Multi-Stak" Pallet Unit is now available with several new improvements in design and construction, according to the Elizabeth Iron Works, Inc., manufacturers of materials handling equipment. The "Multi-Stak", an all-steel pallet with self-contained collapsible

stacking attachment is used for safe tiering of crushable, irregular, odd-shaped or mixed merchandise.



One of the new improvements is a self-contained locking device for vertical rigidity of the standards. A safety pin-in-slot arrangement permits the standards to be set up quickly by one person. Ends of the standards nest over raised locating stops on the stringers, to assure positive locking in the upright position. Added rigidity of the stringers is brought about through the addition of corner supports. These are welded to the horizontal and vertical ends of the stringers. Another innovation found in the deck pallet surface, are the non-slip checked steel plate leading edges.

The "Multi-Stacker Unit is manufactured in several sizes for bulk and heights, and has a unit capacity of 4,000 lbs., with a stacked static capacity of 20,000 lbs. "Multi-Staks" can be safely tiered as high as the fork lift truck or ceiling will permit.

MEDIUM-DUTY ELECTRIC TRACTOR

The Mercury Manufacturing Company, has announced the availability of a new electric tractor in the medium-duty class. The unit, designated Model



A-545, joins a line of predecessors widely used in the automotive, aviation, railroad, metalworking, food, textile and other industries where material handling in manufacturing, storage and shipping areas requires versatile equipment.

The new two-wheel drive tractor is rated at 400 lb normal and 2000 lb maximum drawbar pull and, when powered

(Continued on Page 41)

Literature and prices of products mentioned can be obtained if you drop a post card to News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

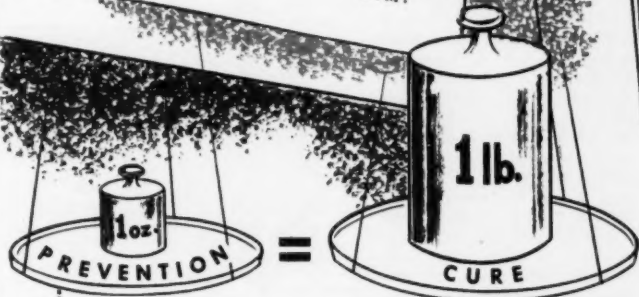
Companies having new product stories should send them to the same address.

SHIPPING LOSSES

MEMO

T.D.
Freight loss and damage claims paid by all Railroads in the first half of 1951 totalled \$46,833,017.00, up 6.1% from payments in the last half of 1950. How much of this increase applies to us?

G.M.



EVERY loss, no matter how small, endangers the good will and good product every package carries. The source is packing; check yours and call in our experts for help. That ounce of prevention more than often is the PROTEX Packing Pad...the Superior Cushioning protection that costs less.

Huge claim payments represent a serious economic loss. Aside from the monetary damage, which must be proved, there is the annoyance and expense of processing claims. To avoid that many legitimate claims are never filed. In such cases customers just stop buying. Are you running that risk?

AMERICAN EXCELSIOR CORPORATION
1000-1020 North Halsted St., Chicago 22, Illinois

PROTEX PACKING PADS



THE SIGN OF *Superior Cushioning*

NATIONWIDE DISTRIBUTION

SEE US AT AMA PACKAGING EXPOSITION—Booth 901

News Review

(Continued from Page 25)

before, the Association of American Railroads announced today. Despite the record number installed, there were 1,579 fewer locomotives, or 44 percent, in service on January 1, 1952 than one year ago, but average tractive power was 48 percent greater due to the new locomotives being more powerful.

Class 1 railroads on January 1, 1952, had 1,739 new locomotives on order, the largest number awaiting delivery on January 1 of any year on record. Locomotives on order at the beginning of this year included 1,719 diesel, 19 steam, and 1 electric. Class 1 railroads on January 1, 1951, had 1,644 locomotives on order, of which diesel totaled 1,624, steam 16 and electric 4.

LAMSON APPOINTS ANGUS M. BROWN AS MANAGER OF COMMERCIAL SALES

Lamson Corporation, Syracuse, N. Y., has announced the appointment of Angus M. Brown to the position of Manager of Commercial Sales.

In this capacity, he will direct sales activities on: the company's line of pneumatic tubes—for both retail stores and commercial and industrial applications, its vertical conveyors—for transporting mail and paperwork between office floors; and its Trayveyor—a vertical conveyor for handling food and dishes in restaurants and hotels. The firm also manufactures roller conveyors, automatic pallet loaders and blowers.



ANGUS M. BROWN

Brown comes to Lamson from Divine Brothers, Utica, N. Y., manufacturer of textile, metal finishing and other industrial machinery, where he served successively in their operations, plant engineering, and market research departments. Before that he was an engineer for three years with Mohawk Carpet Mills, Amsterdam, N. Y.

They're Piling Up Savings WITH "POWER-PACK" EXPENDABLE PALLETS

Manufacturers and shippers are moving more goods in less time—for less money, with expendable POWER-PACK pallets. Many of these users are reporting labor-savings of from 55 to 75 per cent! POWER-PACK pallets are made of fibreboard . . . yet each post alone will support more than 3,000 lbs.! These remarkable pallets are so light, and cost so little they may be discarded after one trip. For extra savings on freight charges, POWER-PACKs are made, under license, by container corporations near you. If you'd like more detailed information about the pallet that's revolutionizing materials handling, send in the coupon today.



LIST OF "POWER-PACK" LICENSEES . . .

Robert Gair Co., Inc.
New York City and other East-
tern Cities
Union Bag and Paper Corp.
New York, Chicago, Trenton,
Savannah
The Ottawa River Paper Co.
Toledo, Ohio; Flint, Michigan
The Corrugated Container Co.
Columbus, Ohio
Cleveland Corr. Box Co.
Cleveland, Ohio
Canton Corr. Box Co.
Canton, Ohio
Mont-Crawford Co.
Cincinnati, Ohio
Albany Corr. Cont. Corp.
Cohoes, N. Y.
Niagara Corr. Container Co.
Buffalo, N. Y.
Western N. Y. Cont. Corp.
Dubuque, Ia.
Dubuque Cont. Co.
Lockport, N. Y.
A. B. C. Box Co.
Minneapolis, Minn.

Des Moines Cont. Co.
Des Moines, Ia.
Ottumwa Shipping Containers
Ottumwa, Ia.
Iowa Fibre Box Co.
Keokuk, Ia.
South West Box Co.
Sand Springs, Okla.
Arkansas Box Co.
Forth Smith, Arkansas
Southwest Corr. Box Co.
Fort Worth, Texas
Midland Container Corp.
Racine, Wisconsin
Industrial Container & Paper
Corp.
Chicago, Ill.
Central Fibre Products Co.
Quincy, Ill.; Hutchinson,
Kansas
Inland Paper Box Co.
Denver, Colo.
Pomeroy Mfg. Co.
Vincennes, Ind.

Western Paper Products Co.
Salt Lake City, Utah
The Eastern Box Co.
Baltimore, Md.
Ohio Board Box Co.
Rittman, Ohio; Pittsburgh
C. F. Downey Box Co.
N. Kansas City, Mo.
Alton, Box Board Co.
Alton, Ill.
Highland Box Co.
Highland, Ill.
Atlas Box Makers, Inc.
Chicago, Ill.
The Tello Company
Oshkosh, Wisconsin
The Hinde & Dauch Paper Co.
Sandusky, Ohio; and other cities
Downing Box Co.
Milwaukee, Wisconsin
Valley Containers
Youngstown, Ohio
The Flintkote Co.
Los Angeles, Calif.

FILL IN AND MAIL TO NEAREST LICENSEE, OR TO US

CO. NAME _____

ADDRESS _____

CITY _____ STATE _____

YOUR TITLE _____

ADDISON-SEMMES CORP., Racine, Wis., Dept. 232-C

Patent No. 2,432,795



"RED" sez:

There is no better closure method than gummed tape. There is no better gummed tape than REDCORE.



Rexford
PAPER COMPANY
MILWAUKEE 3, WIS.

INDUSTRIAL RELATIONS AWARD TO H. L. BILLS, ACME STEEL OFFICIAL

Hugh L. Bills, vice president in charge of industrial relations, Acme Steel Company received the 1951 Industrial Relations Achievement Award of the National Metal Trade Association, November 15 in the Blackstone Hotel, Chicago during the 52nd Annual N.M.T.A. Convention.

The inscribed plaque was presented by Joseph L. Kopf, association president, at a special luncheon ceremony. Citation read: "For contributions to the fields of merit rating and sound specialist training, for ably interpreting industry to the public and its representatives, for unfailing support and guidance to efforts raising the standards of industrial relations personnel, and for conspicuous success in promoting better labor and human relations."

GAIR ACQUIRES AMERICAN COATING MILLS DIVISION

George E. Dyke, President, Robert Gair Company, Inc., New York, and J. P. Levis, Chairman of the Board, Owens-Illinois Glass Company, Toledo, Ohio have announced the signing of a contract approved by their respective Boards of Directors providing for the sale by Owens-Illinois of the manufacturing plants, business and inventories of its American Coating Mills Division to Gair on April 1, 1952.

Under the transaction, Robert Gair Company, Inc., manufacturers of paperboard, folding cartons and shipping containers, will acquire paperboard mills at Elkhart, Indiana, and Middletown, Ohio, and carton fabricating plants at Elkhart, Chicago, Illinois and Grand Rapids, Michigan.

In exchange, Owens-Illinois will receive approximately 400,000 shares of common stock of Gair and a substantial cash consideration. Inventories will be purchased for cash. Mr. Dyke said that Gair will shortly call a stockholders' meeting to approve the transaction and authorize the necessary additional common stock.

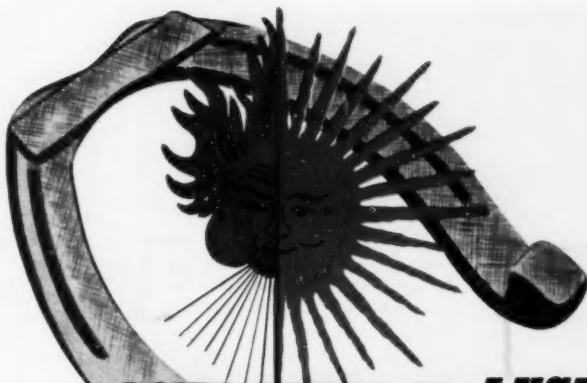
The manufacturing operations of Owens-Illinois which are devoted to making corrugated boxes for the company's products will not be included in the transaction, Mr. Levis said.

MAYOR INVITES PACKAGING INDUSTRIES TO EXPOSITION

Mayor Fletcher Bowron of Los Angeles has issued an official invitation to members of the nation's packaging and materials handling industries to the 4th Western Packaging and Materials Handling Exposition to be held in the Los Angeles Shrine Convention Hall, August 12-14, inclusive, of this year.

In planning the full cooperation of the city and its civic and industrial organizations, Mayor Bowron and Roy

(Continued on Page 41)



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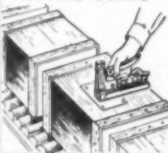
Shippers find that the versatile Hansen Tacker saves minutes and cents on every item for shipment or warehouse.

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The Hansen drives stout staples securely into the wood of shipping cases as fast as you can squeeze the grip. Compound leverage and a compression spring do the work for you—and drive home each staple with a measured triphammer blow.

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Each Hansen Tacker holds scores of staples, and takes but a moment to reload. There are economical Hansen models for every type of operation, including self-clinching staplers for sealing bags, assembling cartons, etc.

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"Pay Claims Cheerfully"

(Continued from Page 15)

filing of claim, and occasionally personal calls, to ascertain first, why the claim had not been acknowledged; and second, why prompt payment had not been made. I firmly believe that if claims were handled diligently, adjusted promptly, and paid cheerfully, much shipper good-will could be cultivated and developed very materially. Certainly, the friendly relations which your Sales and Soliciting Departments are constantly endeavoring to create, would be greatly strengthened. I am aware that some claim departments are following this plan to good advantage. It's *just good business*.

Assets of Motor Carriers

One of the valuable assets of a motor highway carrier is that friendly and personal relationship which exists in so many instances between the buyer and the furnisher of transportation. Usually, motor carrier companies are not as large as are rail carriers, and there is greater opportunity for that personal relationship and friendliness (the personal contact) which is so valuable in our every-day business life. Perhaps we might call this method "Merchandising Claims". Anyway, why not make the most of it. A claim agent, at best, has a difficult task; he is usually placed on the defensive, both by his management and by industry. He is constantly being pressed by his executives to curtail the outgo of hard-earned dollars through the payment of claims. But, management has a direct responsibility in initiating means to ensure the safe transportation of property entrusted to their care, and, from a dollars-and-cents standpoint, are greatly concerned about this economic waste which causes so much grief to the industrial traffic manager. Remember that the shipper has entrusted his valuable goods to your care. He has prepared them for safe transportation to his customer, who is anxiously awaiting their receipt. If someone, somewhere en route, commits a careless act, and the goods are damaged or go astray, then trouble begins. The shipper is at a loss to know why his goods have not arrived at destination, and the customer is tearing his hair because of failure to receive the merchandise which he has been expecting. Sales are lost; the public is dissatisfied, and economic waste has been created.

What The Shipper Has A Right To Expect

Now, what does a shipper want, and what does he have a right to expect? Obviously it is his expectation—and rightly so—when valuable goods are tendered to a motor carrier for transportation, that the contract of carriage will be executed, and that the goods will arrive at destination without delay, and in just as good condition as when originally tendered.

On the other hand, what might the carrier expect? After all, he offers his services as a common carrier, and has advertised that he is prepared to furnish *safe*

and satisfactory transportation for a charge. He desires, and certainly has a right to expect, that the goods when tendered for transportation, will be properly billed, marked and packed, so as to ensure safe carriage en route, and for that service he makes a reasonable charge. He should receive adequate advance notice of the quantity of goods to be tendered, particularly if a substantial volume is involved so that steps can be taken to provide suitable facilities. The shipment should be properly packed and marked and shipping ticket clearly and legibly prepared. A contract of carriage is a sacred, legal document, and it should be executed in good faith. The owner of the goods should be informed without delay of the inability of a carrier to fulfill his obligation, in case of wreck, fire or for other cause, so that immediate steps can be taken to duplicate the order, if that becomes necessary.

Claim Payments No Criterion Of Worth

It was not uncommon years ago for some industrial traffic managers to emphasize the value of their departments to their executives based upon the amounts collected in loss and damage claims. In fact, some were quite willing to go along, year after year, filing damage claims rather than to undertake a study of the causes for those damages and then initiate preventative measures to reduce claims by protecting shipments through better packing, marking and billing.

I know that you gentlemen fully realize that the amount received from a motor carrier in payment of a loss or damage claim, does not, by any means, reflect the actual loss to the shipper, particularly in connection with critical materials or goods difficult to replace. A shipper does not want to sell his goods to a carrier in the form of a claim, but desires that they be delivered to the customer in safe condition. I need not tell you that it costs the shipper considerable to prepare and prosecute claims, to say nothing about the annoyance and inconvenience to all involved.

I need not remind you that recurring claims frequently result in loss of customers. Frequently, the consignee is seriously embarrassed through non-receipt of his shipments, or their arrival in a damaged condition. A sale is lost — a customer is disappointed, and ill-will has been engendered. The very fact that your Council is holding frequent conferences among yourselves and with shippers and receivers, indicates your deep concern respecting this question and your earnest desire to seek means to overcome this economic waste. Too often what is everybody's business becomes nobody's business.

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Shipping Room Gremlins

(Continued from Page 18)

one body are nothing but **Irrsomes Irresponsibility**. Therefore the name and the two heads on that gremlin. When this gremlin is on the rampage it is impossible for the shipper or his traffic manager to fix responsibility. Needless to say that costs money.



Irrsomes Irresponsibility

A pet peeve of a lot of shipping men is the hale and hearty **Plenty Promiser**, whose right hand is abnormally enlarged as a result of giving too many traffic men the glad hand. The constant weight of the golf clubs makes his left shoulder sag, giving him a lopsided sort of appearance. Of course he promises two-day delivery to the moon if necessary, and he will, no doubt, ship via the athletic cow on her next scheduled jump over the moon.

These, then, are the six outstanding problems faced by all shippers and traffic men. In order to achieve efficient traffic operations they must be eliminated. The Gremlins, perhaps a bit humorously, but in a very striking manner, point up these problems.

Canadian Packaging Association

(Continued from Page 22)

aim of Packaging Association of Canada. Now commencing its second year, this national organization which numbers 288 members is currently projecting a series of educational and informational meetings in Quebec and Ontario, as well as in Eastern and Western Canada.

To achieve this aim, both the Quebec Regional Conference Committee and the Ontario Regional Conference Committee are being organized. Each Committee will sponsor full-day, half-day and luncheon meetings in centers such as Quebec City, Montreal, Ottawa, Toronto, Hamilton, London and Windsor. Leading packaging, packing and handling experts, the world's top designers, important display leaders, and others,

will lead these meetings. It is the intention of PAC that similar meetings will in time be held in Halifax, Saint John, Winnipeg, Vancouver, and other Western cities.

Through PAC's Technical Committee, more thorough study of development problems in materials, converted package forms and production will be possible. Already Canada's leading packaging technicians are assembling to move the obstacles that impede more efficient distribution of the country's products to factory and home.

Elected president for 1952 is John P. Gledhill, vice-president i/c Sales, Aluminum Rolling Mills Ltd., Montreal. Vice-presidents are F. C. Lennox, general sales manager, Sommerville Ltd., London, Ont., and H. Romani, vice-president and director of purchases, Christie, Brown & Co., Toronto. Treasurer is F. C. Hayes, president, Container Statistics Ltd., Toronto. Elected to PAC's executive committee, in addition to Gledhill, Lennox, Romani and Hayes, are C. C. Callowhill, manager of purchases, American Can Company, Canadian Division, Hamilton, Ont., the Association's past-president, and Mr. H. McArthur, general sales manager, Hinde & Dauch Paper Co. of Canada Ltd., Toronto, the Association's founding chairman.

Export Packing Materials Now In Short Supply

Shortages of materials are beginning to tax the ingenuity of export packing engineers, who are forced to seek substitutes and to develop alternative packaging methods. Recent advertising material sent out by the large steel strapping manufacturers, for example, cautions "not now available — steel strapping is key to future packing economies."

In a recent address before packing and materials handling men, R. A. Norris, of National Production Authority, reviewed some of the effects of the steel and aluminum shortage on packing problems. In the steel container field the problem of the small user is augmented, he said, by the scarcity of reconditioned used containers.

Most large shippers using steel drums are offering incentives for the return of used containers, he said, and have thereby been quite successful in retaining title to their containers. Smaller shippers, who in the past have depended largely on reconditioned containers, are thus caught very short.

"The steel strapping industry," said Mr. Norris, "contributes probably more in the over-all conservation of packaging materials than any other one consumer of steel." He said the military will take in the neighborhood of 40 percent of the available production of strapping.

—Export Packer and Shipper

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"We have been doing a good deal of packer work, stitching four thicknesses of 275 lb. test corrugated together, which in all my years of experience with stitching machines, is about the toughest job a stitching machine could come across. However, our IDEAL has done thousands upon thousands of these and is getting along fine."

Seal carton bottoms the IDEAL way with steel stitching wire costing as little as 5c per hundred cartons. Stitching is faster, neater, stronger. Saves time and storage because cartons can be used immediately.

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AMA Show Program

(Continued from Page 19)

packaging philosophy, methods and progress of the General Motors Company, for which an entire half-day will be reserved. It will feature an exhibit of representative products selected from GM divisions, presented in their actual unit packages and shipping containers. The grouping will range from consumer or industrial items in which packaging played important merchandising roles, to products for which the primary considerations were protection and maximum handling efficiency.

Also scheduled will be a presentation by executives and technicians from a selective group of General Motors divisions, giving their organization's packaging techniques and their use of packaging equipment. Such elements as the following will be covered in their talks: automotive package engineering procedure, corrosion prevention, contributions to military packaging, semi-automatic packaging for low volume operations, developing a machine for a specific job, and effects of mass production on packing and materials handling.

Conference on Packaging, Packing and Shipping

The Conference on Packaging, Packing and Shipping will be held concurrently with the first two and a half days of the Exposition, April 1-3. Sessions will be held in the ballroom except for the concurrent sessions of Tuesday afternoon, April 1, which will take place in other meeting rooms. All conference meeting rooms will be easily accessible by ramp from the Exposition level.

The conference sessions will feature experts who will discuss in practical fashion a variety of subjects that directly concern packaging men and companies with packaging problems, and significant trends and innovations in the packaging world. Among topics to be discussed are: reducing packaging costs; three company programs; the trend to packaging for self-service; maintaining quality output on the production line; improvements in carloading techniques; a practical approach to determining packaging costs; what's ahead for packaging; pre-testing package design for consumer acceptance; Washington looks at the material picture; materials handling and the use of the pallet as a package, and others. (The conference agenda is attached).

Conference hours:

| | |
|---------------------------|---|
| Tuesday, April 1 | 10:00 AM to 12 Noon 2:00 PM to 4:30 PM |
| Wednesday, April 2 | 9:30 AM to 12 Noon 2:00 PM to 4:30 PM |
| Thursday, April 3 | 9:30 AM to 12 NOON |

Expected Attendance

Attendance at the Exposition is expected to be close to 20,000 including representatives of packaging suppliers and users from all over the United States, as well as several hundred visitors from Canada and representatives of more than 28 foreign nations.

Because the packaging, packing and shipping industry provides the conveyor belt over which the goods of the nation move from producer to ultimate consumer, almost every type of firm in the nation's economy will be represented at the Exposition. More than 1,300 packaging executives, technicians, designers, etc., are expected to be in attendance at the conference sessions.

Registration Information

Attendance at the Conference and Exposition is open to anyone with business affiliations — both members and non-members of the Packaging Division of the American Management Association. *There is no admission charge for the Exposition.* Fees for conference registration are as follows:

| | |
|-------------------------------|---------|
| Full Conference Members | \$20.00 |
| Non-members | 30.00 |
| One Day Members | 10.00 |
| Non-members | 15.00 |
| Half Day Members | 6.00 |
| Non-members | 8.00 |

Registration for the conference can be made in advance to eliminate waiting in line at the meeting, upon application to the Packaging Division of AMA, 330 West 42nd Street, New York 36, N. Y. *Badges of conference registrants will admit them to the Exposition without re-registration; but badges of the Exposition are not valid for the conference sessions.*

Tickets for admission to the Exposition, which can be used for advance registration to save waiting in line, can be obtained from exhibiting companies, from AMA, or from Clapp & Poliak, Inc. (341 Madison Ave., New York 17, N. Y.). Visitors will be able to obtain tickets at the Auditorium at the time of the Exposition.

Hotel Reservations

The cooperation of the Atlantic City hotels for the Exposition has been pledged and the Atlantic City Convention Bureau will again operate the Housing Bureau to assist both exhibitors and visitors in making their reservations. Address the HOUSING BUREAU, AMA NATIONAL PACKING EXPOSITION, 16 CENTRAL PIER, ATLANTIC CITY, N. J., and state your first, second and third choices of hotels. Applications made to the Association are merely forwarded to the Housing Bureau, and are accordingly delayed. The AMA therefore requests that hotel reservations be made directly with the Housing Bureau in Atlantic City.

Loss & Damage 1/4 Billion

(Continued from Page 22)

of merchandise to the consumer for every dollar filed in loss or damage claims.

Vincent J. Reade, of Whitehead Metal Products, Inc., was moderator for the meeting, held at the Brass Rail Restaurant, Fifth Avenue and 43rd Street. Members of the society's New Jersey Chapter, the Traffic Club of New York, and the Society of Industrial

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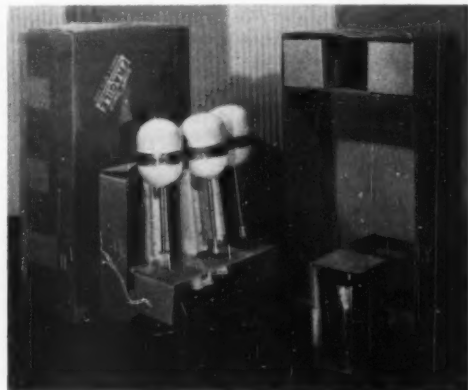
Company

Address

Packaging and Material Handling Engineers were also present as guests.

Electric Mixers & Shakers Packed In Unusual Corrugated Container

Racine Electric Products, Division of Howard Industries, Inc., has solved the problem of shipping a relatively complex electrical appliance by means of a highly successful engineered corrugated shipping box.



—Photo & Data Courtesy Hinds & Dauch

This corrugated shipping container has four thicknesses of corrugated board at each end and three on each side. It is of telescope design—with convenient handholes in the ends of both the body and the cover of the box.

With four thicknesses of corrugated board at each end and three on each side, this box is of telescope design—with convenient handholes in the ends of both the body and cover of the box. The box protects a compact and complete mixing unit composed of 3 mixers and 3 shakers; total weight, 55 lbs.

Prominently displayed in bold black type is the name of the manufacturer and the identity of the product.

Continuous Welded Rail Is Now Used On Many R.R.'s

Scores of stretches of railway track in the United States are constructed of continuous welded rail, with all joints eliminated. The first installation of continuous rail was on the Central of Georgia Railway in August, 1930, when by a gas fusion welding process, sixty-six consecutive rail joints were eliminated, forming a continuous rail 1,283 feet in length. Since then the practice of rail welding by various processes has been extended to many other railroads.

In 1950, the American Railway Engineering Association reported twelve stretches of continuous rail each more than a mile in length and two stretches of more than two miles in length (14,716 feet and 12,782 feet).

Expansion and contraction of continuous rail lengthwise is absorbed by the "drag" of ties, tie-plates, spikes and rail anchors to which the rails are fastened.

Years of study and experimentation have been given to various welding processes. Rarely has there been a failure in these welded rails in years of service under heavy trains.

Load Capacities Of Cargo Aircraft Steadily Increasing

Commercial airlines are making notable progress in their ability to handle large and unusual loads.

For example, the allowable gross take-off weight of Seaboard & Western Airlines' seven DC-4 freight airplanes has been increased by 1,100 pounds, from 70,700 to 71,800 pounds, through special operational techniques and with the same R2000-7 Pratt & Whitney engines used for the previous lower take-off weight. The three and a half ton shipments that are now possible on these planes represent a sizeable increase over the much smaller load capacities of a new years ago.

Meanwhile Slick Airways, another carrier that concentrates on airfreight, recently unloaded at its Burbank terminal the heaviest single piece of industrial equipment ever to travel by commercial air line, a 25,320 pound tie-rod. This 32½ foot column of steel and its attachments were cradled on a wooden skid so designed that the load could be lifted and "skidded" into the doors of the plane.

Many other lines can now handle shipments of this kind.

—Export Trader Shipper

Fiber Containers Discussed

(Continued from Page 22)

of Manufacturers' Joints in Fiber Containers" by Alfred W. Hoffman, Manager, Container Laboratory.

Andrew J. Briggs, Supervisor of Storage, Naval Supply Depot, Bayonne, New Jersey, spoke on "Space Layout and Control as Related to Material Handling." Mr. Briggs' address stressed particularly the advantages and economies afforded industry through understanding and application of proper basic methods.

"Listen, Mr. Traffic Manager . . ."

(Continued from Page 26)

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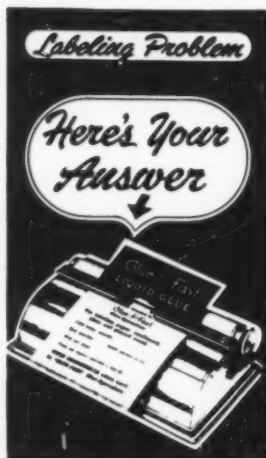
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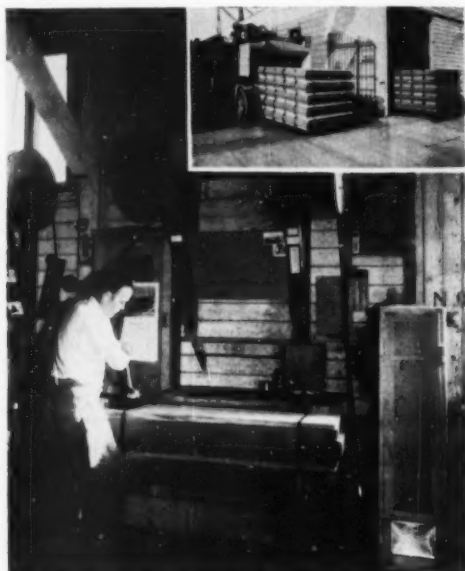
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**Use of Strapped Corrugated
Cuts Packaging Costs 87%**

Packaging costs at the Inglewood, California plant of L. H. Eubank & Son, manufacturers of built-in ironing boards, were recently reduced 87 per cent by the use of an improved light-weight corrugated container and the installation of a fast steelstrapping set-up.



Assembling two wall-type ironing board units into a single strapped bundle.

This company formerly shipped their wall-type ironing board units singly in heavy one-piece corrugated cartons costing 40¢ apiece. They are now shipping them, two at a time, in steelstrapped packages made of four pieces of light-weight, low-cost corrugated board at a total cost for the straps, seals and corrugated of only 10¢. The resultant saving is 35¢ per unit shipped.

Packaging of the units is now accomplished at individual strapping stations. Each station is equipped with a small wooden assembly bench, two overhead-mounted coils and a semi-automatic steel strapping machine. Continuous lengths of 1/2-in. steelstrap are looped around the overhanging ends of the bundles and then quickly tightened, sealed, and cut with a single stroke of each of two handles of the strapper.

When both straps have been applied, the bundles are tiered in the warehouse on wooden skid-type platforms and later transported by saddle truck to box cars for a damage-free trip to customers. Because of the resultant lower tare-weight charges, substantial shipping savings have been realized.

Photos & data courtesy of: Steel Strapping Department, Acme Steel Company.

TRAFFIC REPORTER

Clinton H. Vesceius, of Ozone Park, New York, has been appointed general traffic manager of the Otis Elevator



Company, effective March 1, it was announced by L. W. Whitton, vice president. Mr. Vesceius had been traffic manager of the tube department, RCA Victor Division, with headquarters at Harrison, N. J.

An exhibit showing the packaging and shipping operations of the Aluminum Co. of America was presented to Pennsylvania traders recently at a meeting of the Pittsburgh Traffic Club.

Included in the exhibition were numerous scale models of various Alcoa products and the methods used in handling, packaging and shipping them with maximum efficiency. It was pointed out by Warner B. Shepherd, general traffic manager, that there is a definite trend toward packing Alcoa aluminum products in larger units to obtain minimum loss in both domestic and export shipments.

At the February dinner meeting of The Women's Traffic and Transportation Club of Baltimore Mr. Joseph L. Stanton, Director, Import & Export Bureau, Baltimore Association of Commerce, spoke on "Progress at the Port of Baltimore".

Mr. Royal A. Stipes, Jr., Past President, Illinois State Chamber of Commerce, was principal speaker at the February dinner meeting of the Transportation Club of Decatur (Illinois), at the Orlando Hotel.

The Los Angeles Transportation Club, Inc. heard J. H. Ruggles, Winston Churchill's Personal Pilot During World War II and now Sales Manager of the Seagrave Corp., tell about his experiences as pilot to Mr. Churchill during that period, at a February dinner meeting.

New Products

(Continued from Page 29)

by the specified 48-volt source, attains a light running speed $7\frac{1}{2}$ mph.

News Review

(Continued from Page 31)

M. Hagen, First Vice-President of the Los Angeles Chamber of Commerce, and President-General Manager of California Consumers Corporation, are organizing a special committee to coordinate the area's industrial participation for

the first of these expositions to be held in Los Angeles.

Packing A Punch

(Continued from Page 13)

continue to be the added weight and cube. It is reported that the carriers in general have not been willing to absorb the added weight, despite the greater ease of handling, though there is one report of a carrier granting a preferential rate in favor of palletized cargo.

The carriers might be expected some concession, in view of reduced handling time and costs.

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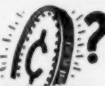
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MISCELLANEOUS

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Advisory Board Committee Urges Shippers To Clean Cars

If shippers and receivers of freight completely cleaned all freight cars after unloading them, the railroads would save millions of dollars that are spent annually for this purpose, according to the Clean Car Committee of the Mid-West Shipping Advisory Board.

That such cost saving for railroads is in the self-interest of shippers themselves is the major point in the Mid-West Board's present campaign urging the complete removal of all blocking and debris in a car before it is released to a railroad to be made available for another load.

The Clean Car Committee points out that not only does it cost the railroads vast sums to clean cars received in dirty condition from consignees, but also there are delays in switching cars to and from cleaning tracks, a situation that aggravates car shortages. Because of switching requirements, it takes much longer for a railroad to clean a car than when a shipper does it at an unloading site.

Stating that "the shipper is only kidding himself when he thinks he is saving the cost of cleaning a dirty car by releasing it to the railroad," the Committee cites the fact that railroad costs for cleaning cars, like other operating costs, are ultimately reflected in the freight rates shippers pay for the transportation of their goods. Viewed in this light, the Committee adds, the millions of dollars which railroads must spend each year to clean cars are not merely a "theoretical" outlay, but are an actual dollars-and-cents cost that must be paid in some form.

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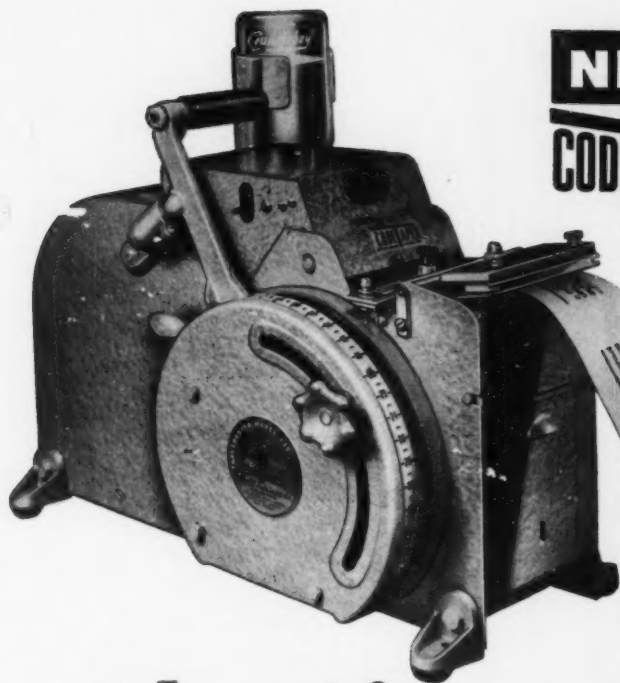
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